How to Install SMTPSwith Mailer on Centos Server/VPS

SMTPSwitch Mailer is a web based email marketing software that runs on a web server or online server. An online server is either a dedicated server or a virtual server which can be obtained from hosting providers easily from the internet. SMTPSwitch Mailer performs very well in a Linux VPS or dedicated servers and since Virtual Private Servers are usually very easy to manage and affordable, we recommend running the software on a VPS. You can obtain very affordable VPS from various hosting providers as low as $5 per month. The VPS normally is provisioned with root access which allows you to install any software on the VPS and port 25 which is required by SMTPSwitch Mailer is usually opened.

Please note that SMTPSwitch Mailer cannot be run on a shared hosting environment because the required PHP functions are normally disabled in shared hosting platforms and cannot be executed by the application. Hence, the application will not function properly when run in a shared hosting environment. You must run the application on a VPS or a dedicated server.

One of the great benefits with a Virtual Private Server (VPS) is that the server is very easy to manage via a web based user interface. The hosting provider will give you SSH root credentials which you can use to connect and manage the server. You can for example restart the server MySQL and Apache services using the SSH root access should you experience any issues with them while the software is running. You can also reboot the server via the web based interface the hosting provider will provide in case the server is not responding or down.

You do not need any technical experience to install and use SMTPSwitch Mailer software. If you already have some basic Linux operating system experience, then you will be able to setup the mailer on your Linux web server in less than 5 minutes. However, if you do not have any Linux operating system experience, you can still use SMTPSwitch Mailer software. We do offer free installation service after you place your order and we also offer some tutorials and guides on how to perform basic Linux operations related to connecting to the server via an SSH client such as Putty and how to issue some troubleshooting commands to resolve any issues you might encounter while using the software.

The mailer includes an automatic system check which will attempt to check if your server or VPS meets all the requirements needed to run SMTP Switch Mailer. This system check script is included in the installation wizard.

Selecting a Hosting Provider:

SMTPSwitch Mailer can be installed on any low end dedicated or Virtual private server. If you do not already have a server to install the mailer, you can visit the following VPS hosting provider's websites to check out their offers:

- www.burstnet.net
- www.dmehosting.com
- www.fortatrust.com
- www.shinjiru.com
- www.serverpronto.com

Important: We offer a free installation of the mailer after placing your order. However, we only support Centos operating systems. Hence if you want to install the software on your server free of charge, you must ensure that you select Centos Operating system when placing the VPS order from the provider website!

Getting SMTP Servers:

You will need one or more external SMTP servers in order to run SMTPSwitch Mailer for sending your email campaigns. SMTPSwitch Mailer only supports SMTP relay servers. This means that the SMTP servers must allow the sending of emails through the SMTP server via the mailer. Hence the mailer server must be granted access or permission to relay emails to the appropriate destination mail server using the configured SMTP server. You can add unlimited SMTP servers to SMTPSwitch Mailer which will be rotated or switched depending on the maximum mailing limit you will configure for each of the SMTP servers in the application.

For professional and efficient email marketing, we would recommend that you get a SMTP account from SMTP providers since these SMTP servers are usually fine tuned professionally and efficiently for email marketing. After you get your SMTP account from one of these SMTP relay service providers, then you simply add the SMTP account to the mailer.

You can visit the following websites to obtain a SMTP server account:

1. www.socketlabs.com

2. www.smtp2go.com

3. www.smtp.com

4. www.interspire.smtp.com

You can also use free SMTP servers or a free email SMTP servers such as gmail/hotmail etc if you have a low subscribers mailing lists.

You will find the settings for these free email SMTP servers that has been tested to work fine with the mailer at:

http://www.smtpswitchmailer.cc/smtp-popsettings.pdf

Warning/Disclaimer: We do not support spammers and strictly forbid anyone to use this application for sending unsolicited spam email via free email service providers such as Yahoo/Gmail/Hotmail etc. We do not recommend using these free email SMTP servers for your email marketing needs as there are a lot of restrictions and anti-spam policies put in place which will make it unsuitable for email marketing!

Private SMTP Server Installation Service

However, depending on your email marketing needs and the volume of emails you are sending out, the use of third party SMTP server providers may be expensive since they normally charge per number of emails sent out. A more affordable alternative will be to have your own dedicated SMTP server which will allow you to unlimited and high volume emails. Thus, we would recommend that you get a private dedicated server or VPS and then have SMTP installed. If you need assistance with SMTP server installation, we do offer professional SMTP installation services for a reasonable price ($29 per SMTP server install).

Our SMTP server services come with Forward Confirmed Reverse DNS and SPF support to ensure that your email deliverability is high. You can order for a server from the internet or if you already have one and then provide us with the SSH root details. The server or VPS must have Centos Operating system and must be a raw server with no software or control panel installed.

After we setup the SMTP server, we will provide you with the following information:

- SMTP server Host
- SMTP Port

- SMTP Username and Password for authentication

The price for the SMTP server setup is $29 per server.

To learn more about our SMTP server installation services, please go to:

http://www.bulkmailer.cc/smtp.htm

Automatic Setup Script for SMTPSwitch Mailer

If you do not want us to install the software on your server, or you are experienced with Linux operating system and want to install the software yourself, you can simply download the mailer software and install on your server. However, to make the installation process as easy and convenient as possible we have developed an automatic installation script which automates the setup process. The script is designed for Centos 5 and above (32 or 64 bits).

System Requirements for Automatic Setup Using the Setup Script

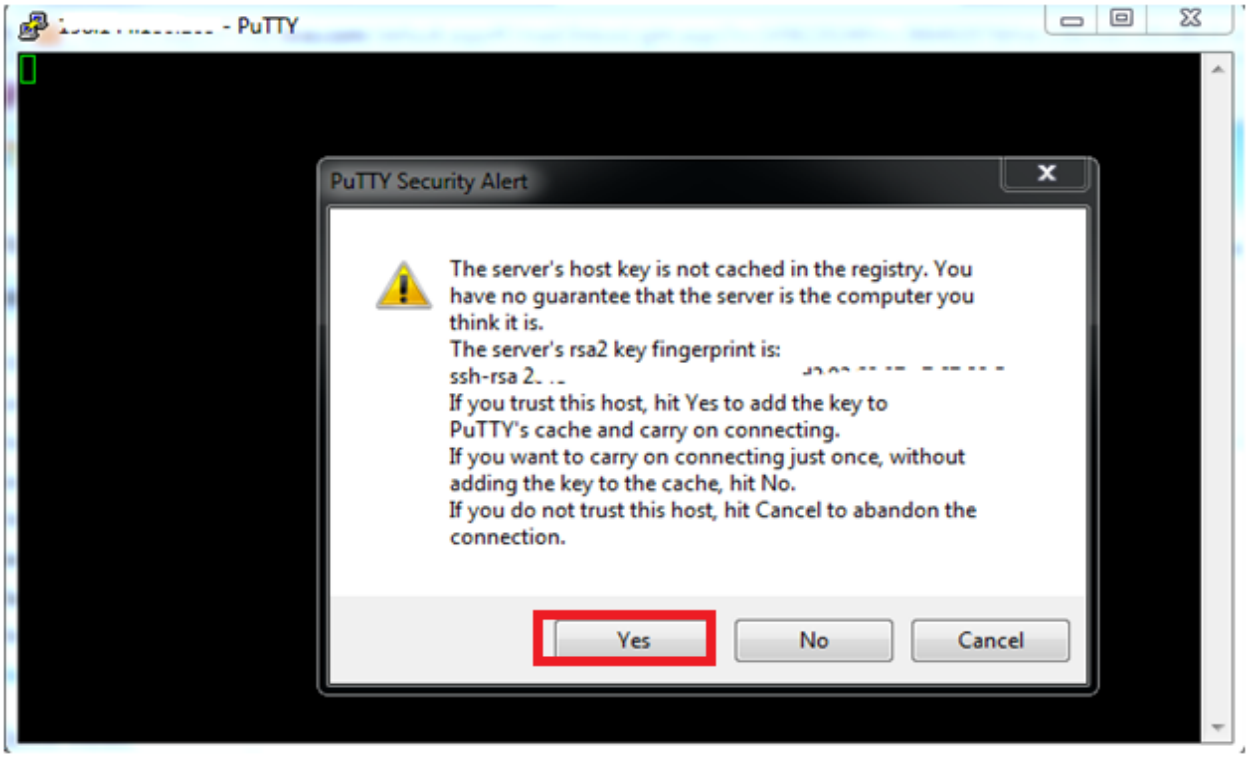
In order to use the automatic setup script, please ensure your web host meets the application requirements:

• Centos 5 or above (32 or 64 bits)

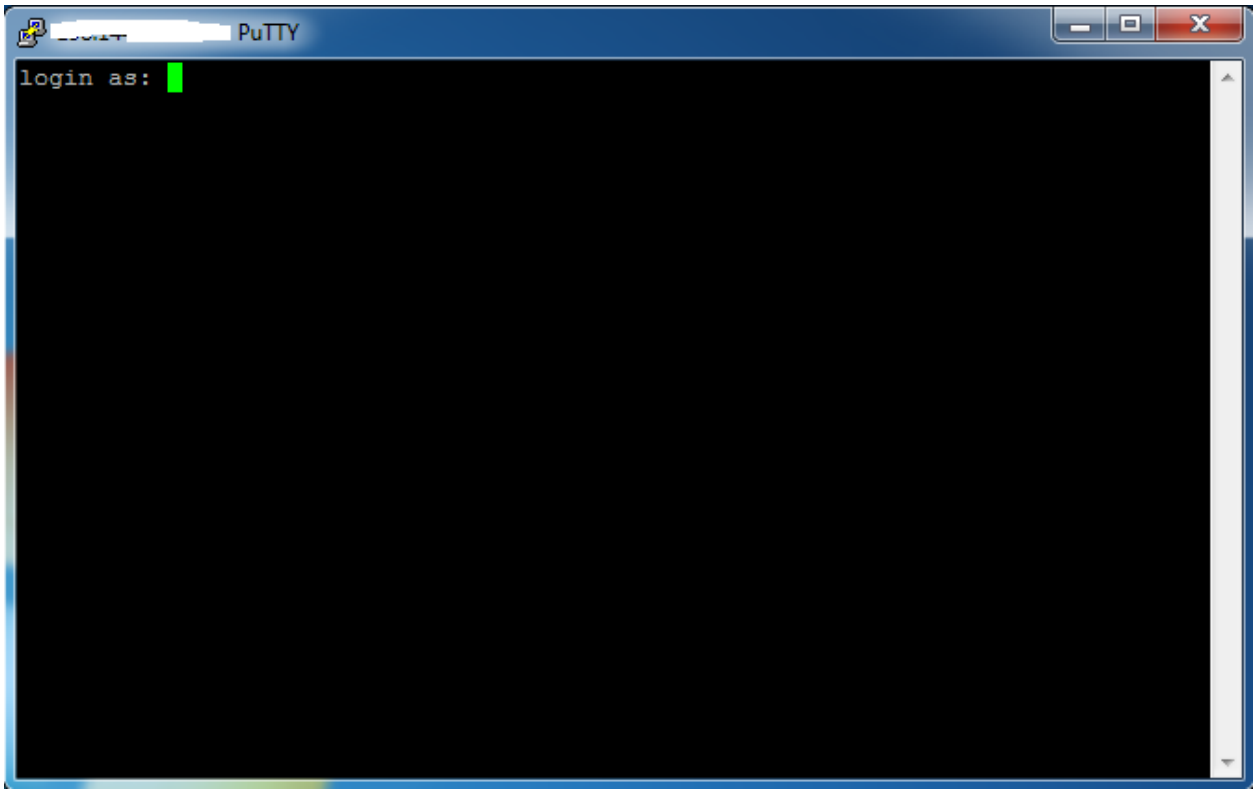
• Fresh Centos VPS/Server without any installed applications or control panel

Procedures:

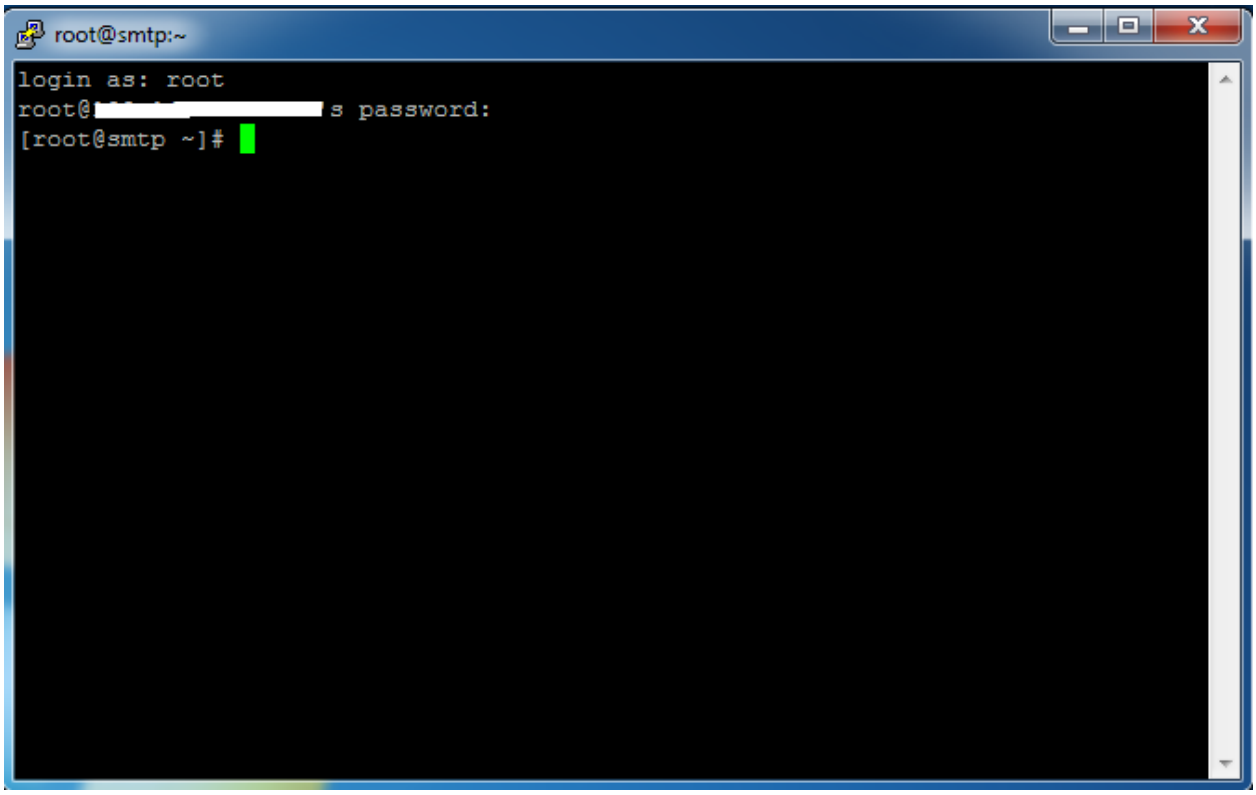
1. Sign up for a VPS or dedicated server using any hosting provider. You can see a list of recommended VPS hosting providers above.
2. Obtain the SSH root credentials from the hosting provider. This will normally be provided in your welcome email or in the server activation email.
3. Login to the server using a SSH client such as Putty. Connect by using the IP address provided by the hosting provider and then enter the password provided by the hosting provider.


- PuTTY
PuTTY Security Alert
The server's host key is not cached in the registry. You have no guarantee that the server is the computer you think it is.
The server's rsa2 key fingerprint is:
ssh-rsa 2...
If you trust this host, hit Yes to add the key to PuTTY's cache and carry on connecting.
If you want to carry on connecting just once, without adding the key to the cache, hit No.
If you do not trust this host, hit Cancel to abandon the connection.
Yes
No
Cancel

Click “Yes” to accept the server hostkey fingerprint.



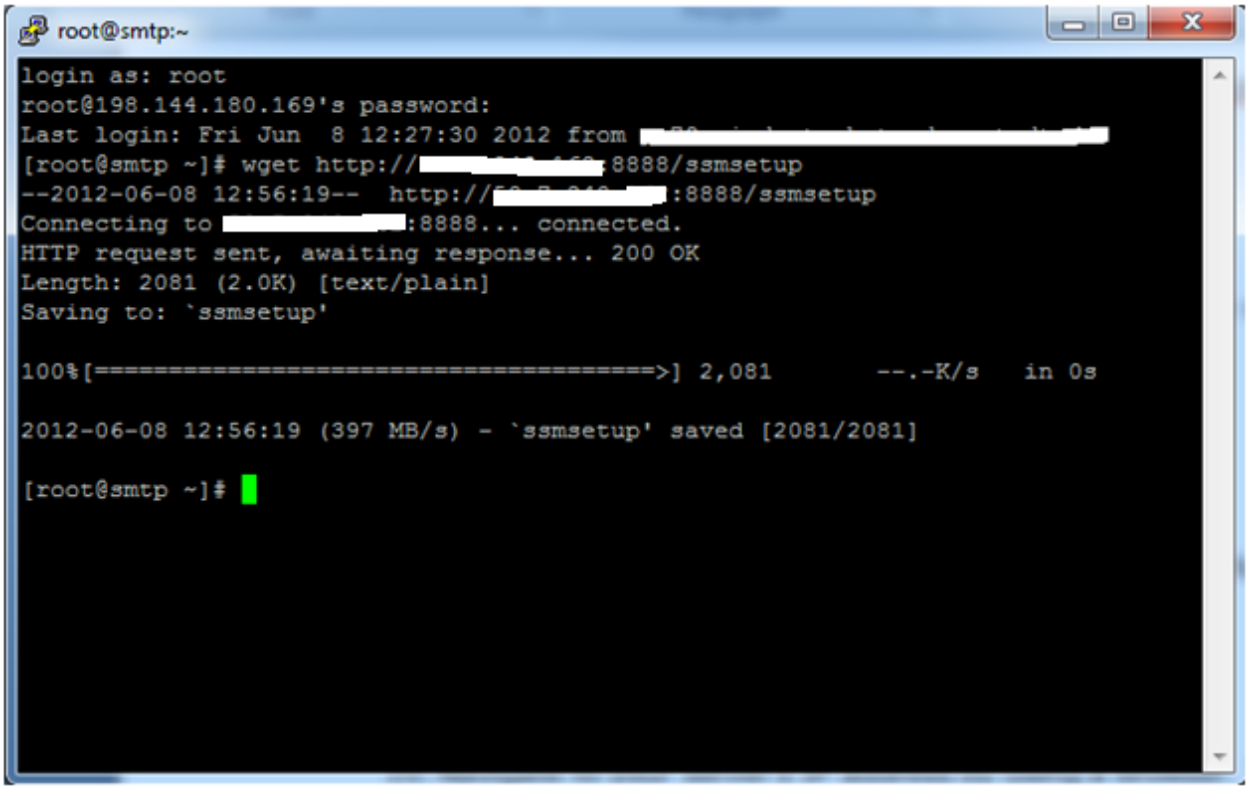
Login as “root”



Enter your root password to connect to the server

4. Enter the following command to download the SMTPSwitch Mailer automatic installation script as follows:
   wget http://XXX.XXX.XXX.XXX/ssmsetup

   Note: The actual server IP replacing XXX.XXX.XXX.XXX.XXX can be requested after placing your order!

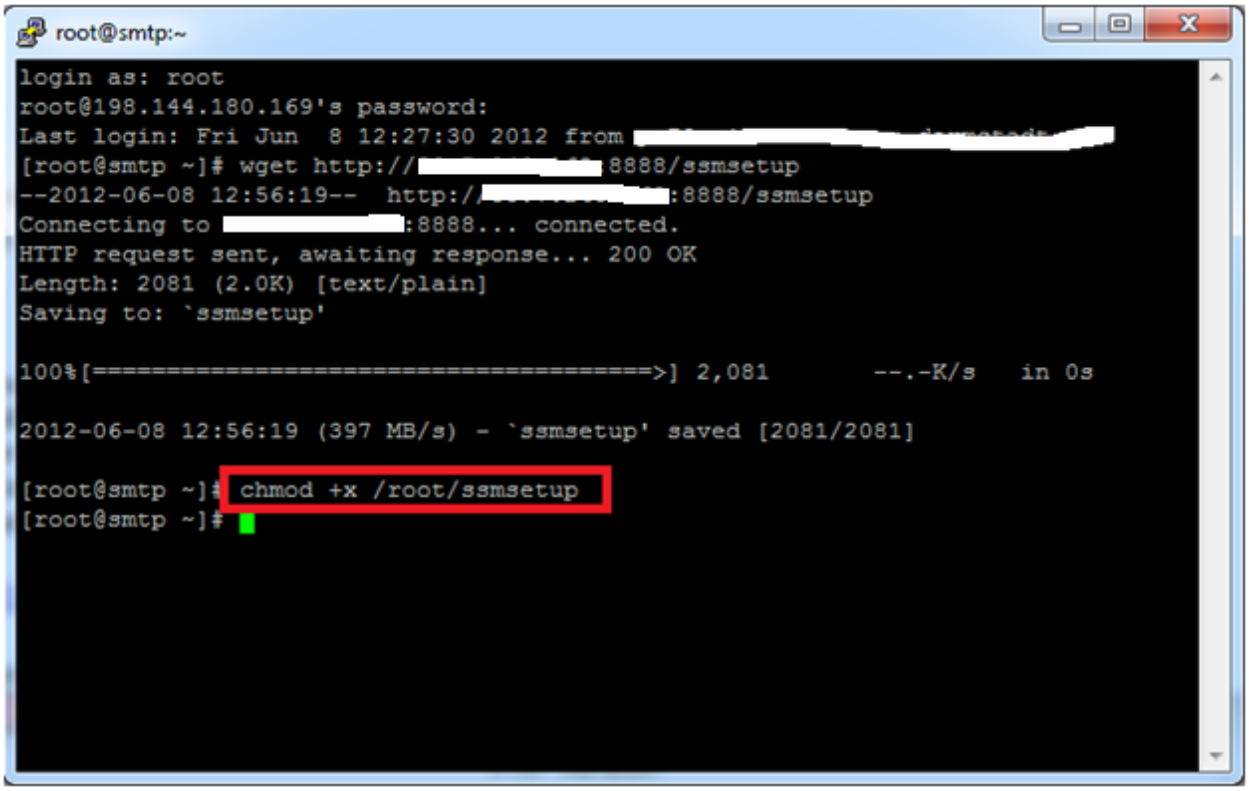


5. Using a text editor, open the ssmsetup script and at line 16, change the MYSQL password for the mailer setup as highlighted in red in the screenshot below:

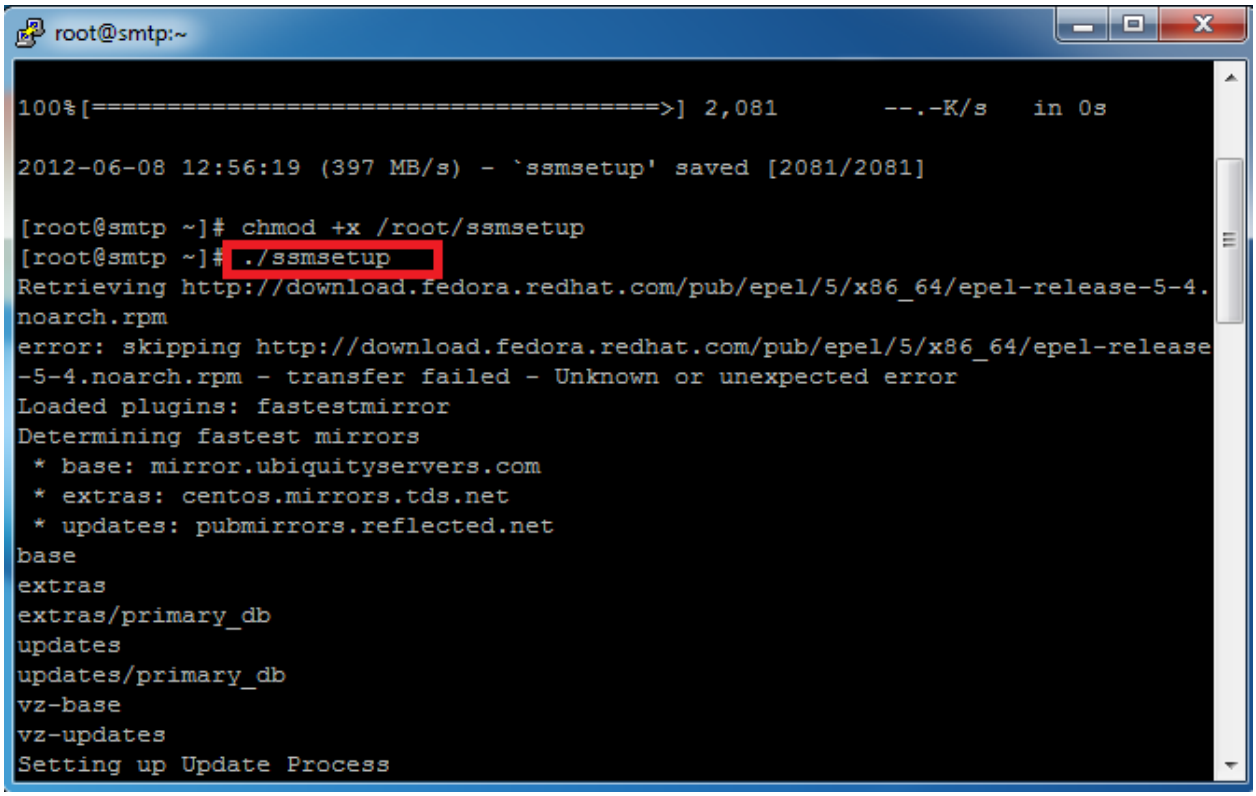
```
#!/bin/bash
rpm -Uvh http://download.fedora.redhat.com/pub/epel/5/x86_64/epel-release-5-4.noarch.rpm
yum update
yum install httpd php php-mysql mysql-server
yum -y install gcc gcc-c++ automake autoconf libtool make pkgconfig
rpm -Uvh http://repo.webtatic.com/yum/centos/5/latest.rpm
yum --enablerepo=webtatic install php
chown -R apache:apache /var/www/html
chmod -R 755 /var/www/html
sudo chown -R mysql /var/lib/mysql
sudo chown -R mysql /var/run/mysqld/
service httpd start
/etc/init.d/mysqld start

mysql -u root -e "create database ssmailer";
mysql -u root -e "grant usage on *.* to ssmailer@localhost identified by 'ssmailer398'";
mysql -u root -e "grant all privileges on ssmailer.* to ssmailer@localhost ";
mysql -u root -e "exit"


sed -i -e "312imax_execution_time = 3600  " /etc/php.ini
sed -i -e "313imax_input_time = 3600  " /etc/php.ini
sed -i -e "314imemory_limit = 500M   " /etc/php.ini
sed -i -e "477ipost_max_size = 8000000000M   " /etc/php.ini
sed -i -e "582iupload_max_filesize = 200000000000000M   " /etc/php.ini
sed -i -e "12imax_allowed_packet=200000M   " /etc/my.cnf
service httpd restart
service mysqld restart
```

Important: Make sure you change this default password!

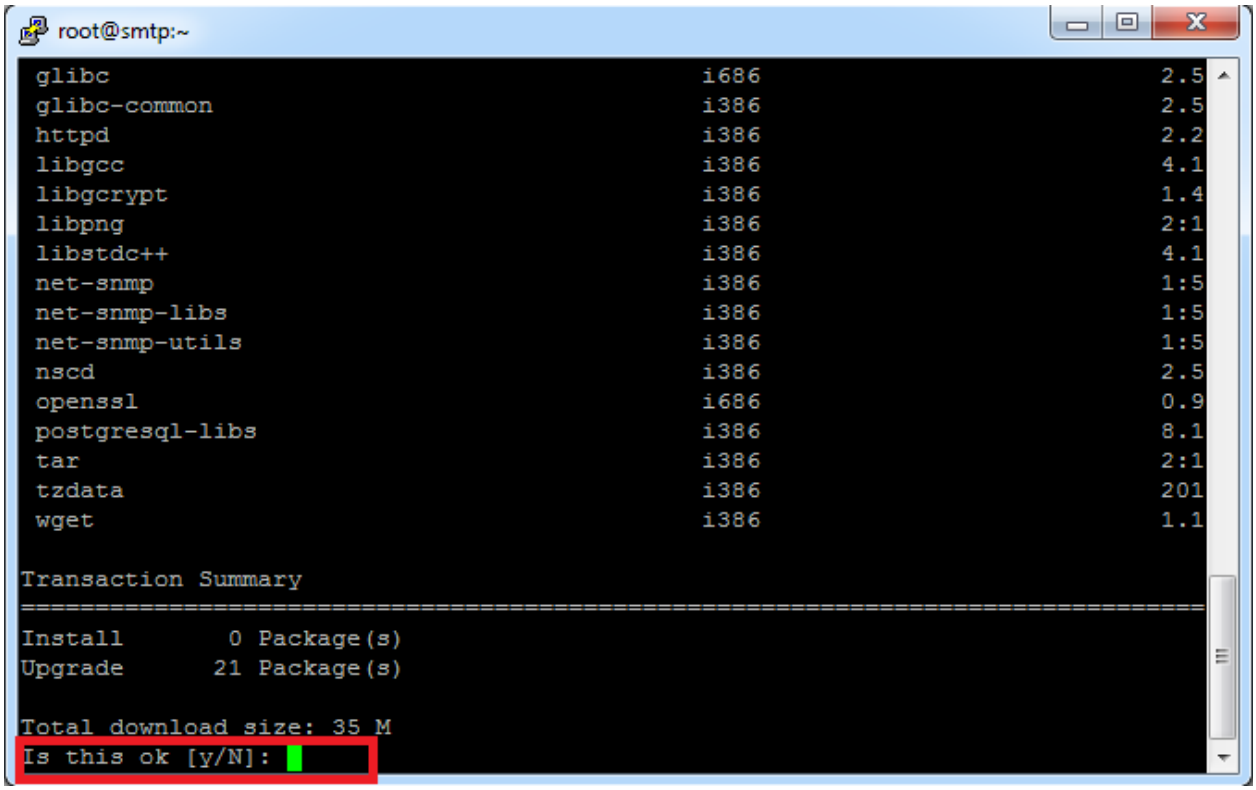
6. Make the script executable by running the command as follows:
   chmod +x /root/ssmsetup

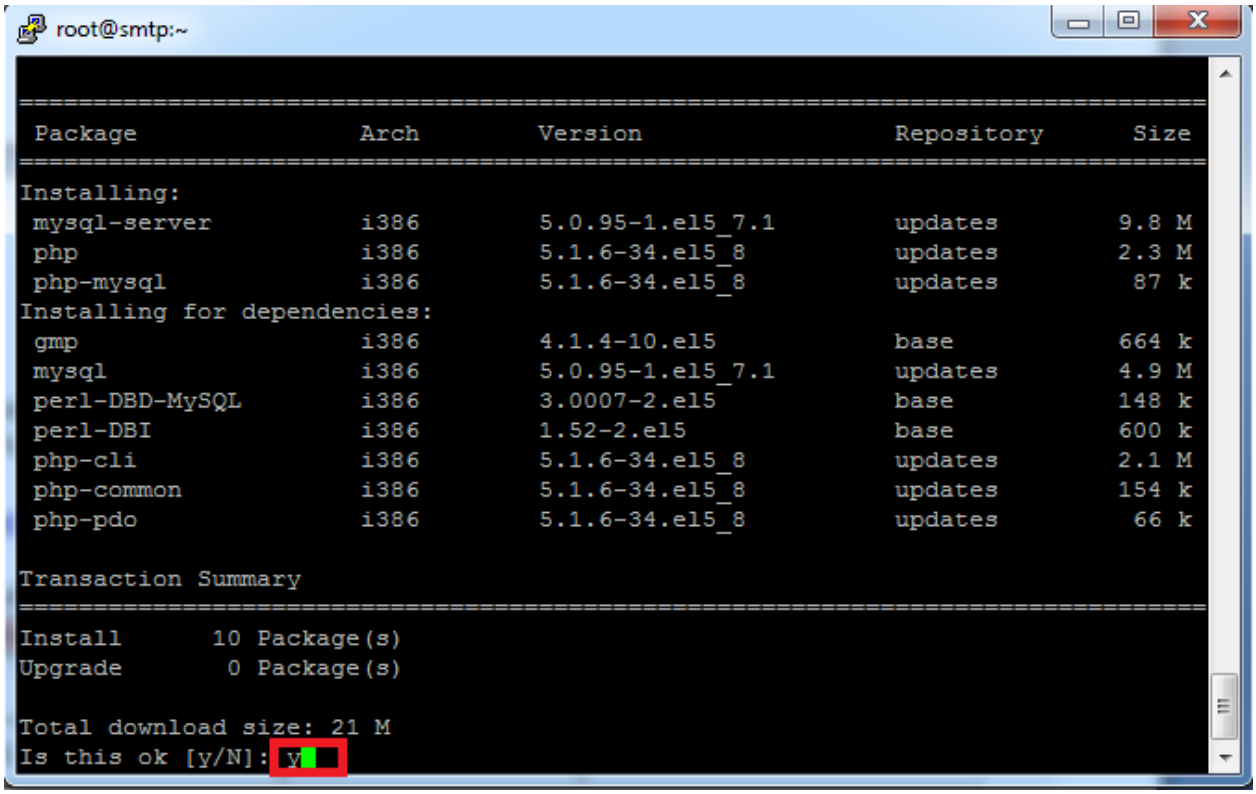


7. Run the script as follows:
   ./ssmsetup

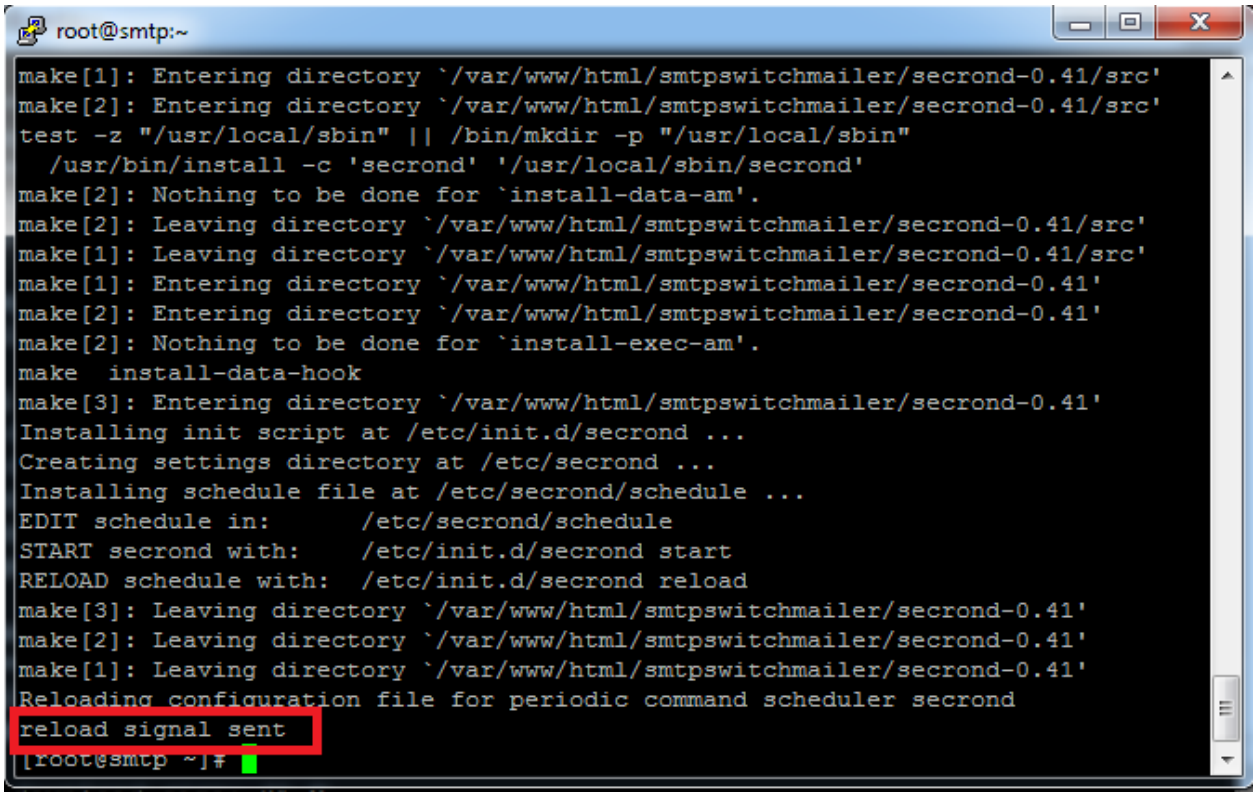


8. Answer Yes to all prompts by typing y while the script is running:


root@smtp:~
glibc i686 2.5
glibc-common i386 2.5
httpd i386 2.2
libgcc i386 4.1
libgcrypt i386 1.4
libpng i386 2:1
libstdc++ i386 4.1
net-snmp i386 1:5
net-snmp-libs i386 1:5
net-snmp-utils i386 1:5
nscd i386 2.5
openssl i686 0.9
postgresql-libs i386 8.1
tar i386 2:1
tzdata i386 201
wget i386 1.1
Transaction Summary
Install 0 Package(s)
Upgrade 21 Package(s)
Total download size: 35 M
Is this ok [y/N]:


root@smtp:~
Package Arch Version Repository Size
Installing:
mysql-server i386 5.0.95-1.el5_7.1 updates 9.8 M
php i386 5.1.6-34.el5_8 updates 2.3 M
php-mysql i386 5.1.6-34.el5_8 updates 87 k
Installing for dependencies:
gmp i386 4.1.4-10.el5 base 664 k
mysql i386 5.0.95-1.el5_7.1 updates 4.9 M
perl-DBD-MySQL i386 3.0007-2.el5 base 148 k
perl-DBI i386 1.52-2.el5 base 600 k
php-cli i386 5.1.6-34.el5_8 updates 2.1 M
php-common i386 5.1.6-34.el5_8 updates 154 k
php-pdo i386 5.1.6-34.el5_8 updates 66 k
Transaction Summary
Install 10 Package(s)
Upgrade 0 Package(s)
Total download size: 21 M
Is this ok [y/N]: y

9. Wait for the script to finish. At the end of the installation, you should see output similar to the one shown below:


root@smtp:~
make[1]: Entering directory `/var/www/html/smtpswitchmailer/secrond-0.41/src'
make[2]: Entering directory `/var/www/html/smtpswitchmailer/secrond-0.41/src'
test -z "/usr/local/sbin" || /bin/mkdir -p "/usr/local/sbin"
/usr/bin/install -c 'secrond' '/usr/local/sbin/secrond'
make[2]: Nothing to be done for `install-data-am'.
make[2]: Leaving directory `/var/www/html/smtpswitchmailer/secrond-0.41/src'
make[1]: Leaving directory `/var/www/html/smtpswitchmailer/secrond-0.41/src'
make[1]: Entering directory `/var/www/html/smtpswitchmailer/secrond-0.41'
make[2]: Entering directory `/var/www/html/smtpswitchmailer/secrond-0.41'
make[2]: Nothing to be done for `install-exec-am'.
make install-data-hook
make[3]: Entering directory `/var/www/html/smtpswitchmailer/secrond-0.41'
Installing init script at /etc/init.d/secrond ...
Creating settings directory at /etc/secrond ...
Installing schedule file at /etc/secrond/schedule ...
EDIT schedule in: /etc/secrond/schedule
START secrond with: /etc/init.d/secrond start
RELOAD schedule with: /etc/init.d/secrond reload
make[3]: Leaving directory `/var/www/html/smtpswitchmailer/secrond-0.41'
make[2]: Leaving directory `/var/www/html/smtpswitchmailer/secrond-0.41'
make[1]: Leaving directory `/var/www/html/smtpswitchmailer/secrond-0.41'
Reloading configuration file for periodic command scheduler secrond
reload signal sent
[root@smtp ~]#

If you encounter any error while the script is running, you can send us screenshots of the error in order to assist you.

10. Now that the setup is complete, navigate to your server's IP address by using a browser. This will normally be :

    http://your_server_IP/smtpswitchmailer/

11. After some seconds, you should see the system check results as shown below:

Current est	Status	Details
PHP Version		
5.1.6	Passed	-
Testing SSL		
Checking php_openssl	Passed	-
Port checking		
25 (smtp)	Open	-
587 (submission)	Open	-
465 (smtps)	Open	-
995 (pop3s)	Open	-
993 (imaps)	Open	-
110 (pop3)	Open	-
143 (imap)	Open	-
Temporary and cache directories		
/dev/shm	Not writable	Only one is needed
/tmp	Writable	-
/var/www/html/mailer	Not writable	Only one is needed

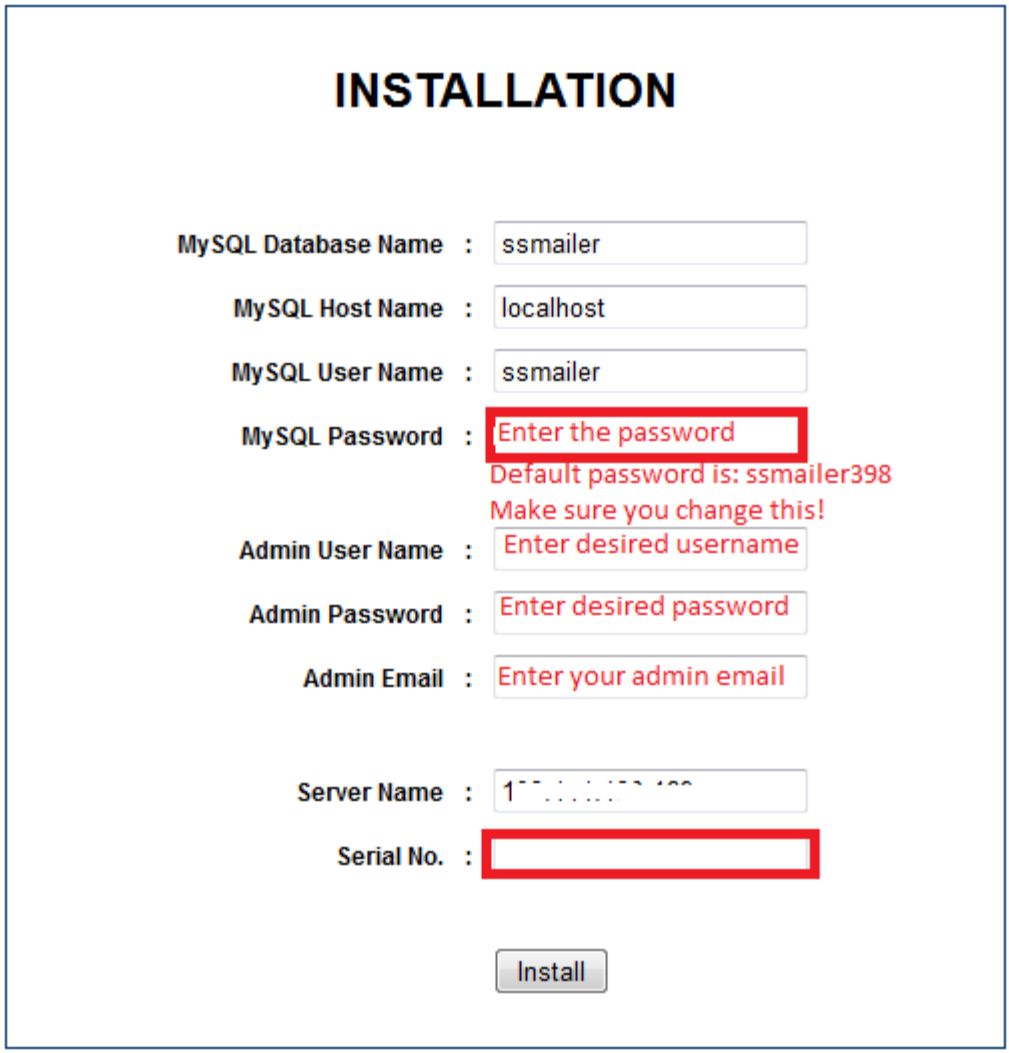
Before the script installation, the system check script will automatically run and check if your server or VPS meets all the requirements. The system check script will check the following:

1. Checks necessary ports required to be open. The following ports must be opened on the server to enable the mailer perform the email verification and automated bounced email processing functions:

    - 25
    - 465
    - 995
    - 110

2. Check ALL required PHP functions to run all features of the mailer (mail sending, SMTP verification, Automated bounced email processing/auto unsubscribe, Email verification etc)

3. Check for Forward Confirmed Reverse DNS


INSTALLATION
MySQL Database Name : ssmailer
MySQL Host Name : localhost
MySQL User Name : ssmailer
MySQL Password : Enter the password
Default password is: ssmailer398
Make sure you change this!
Admin User Name : Enter desired username
Admin Password : Enter desired password
Admin Email : Enter your admin email
Server Name :
Serial No. :
Install

The SMTPSwitch Mailer setup wizard will appear. It contains the following fields as shown below:

• Serial No. - Copy the license key you received when you purchased SMTPSwitch Mailer and paste it here.

• Server Name- This is the domain on which you are installing the script. This will be automatically detected by the script during setup.

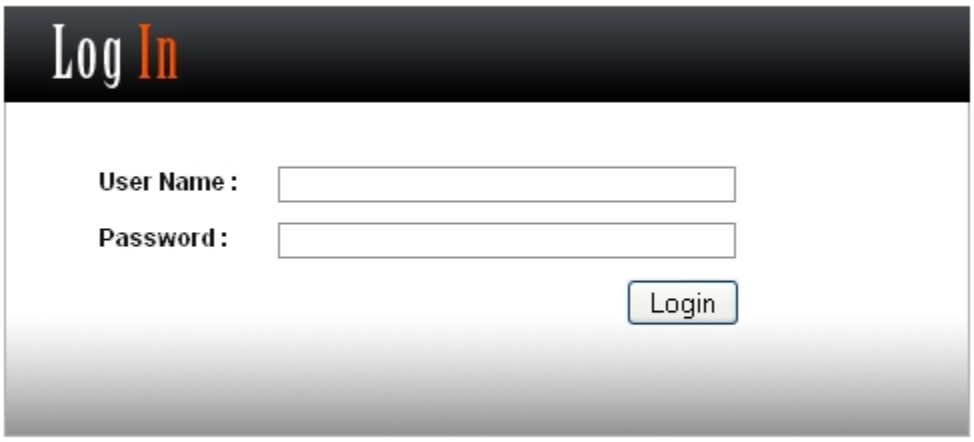
• Admin Email - This is the email that will be used for the super admin user that will be created.

• Admin Password & Password – Here you enter the admin username and password.

• Database Information - You will need to enter the database username, password, database name and host (localhost) as found in the automatic setup script. Make sure you use the correct password you used in step 5 above.

Congratulations, you are now ready to login to the SMTPSwitch Mailer control panel and begin your email marketing campaign!

Your control panel will be accessible under: http://your_server_IP/smtpswitchmailer/



Setup Video Tour on Centos Based VPS

Alternatively if you prefer to setup the application manually on Centos based VPS, we have prepared a guided video tour which illustrates how this is done. The video is accessible under:

http://smtpswitchmailer.com/setup/setup.htm

Using a Domain Name for Your SMTPSwitch Mailer Instance:

A typical SMTPSwitch Mailer instance URL setup using this installation guide looks like:

http://XXX.XXX.XXX.XXX.XXX/smtpswitchmailer

Where; XXX.XXX.XXX.XXX is the server/VPS main IP

Using this IP based URL may cause your email campaigns to look suspicious and can cause many email filters or anti-SPAM filters to block your emails since the unsubscribe links that are inserted automatically by the application in the emails sent out will contain this IP. A better approach is to map the IP to a fully qualified domain name such as http://www.domain.com/smtpswitchmailer/

To do this, you need to take the following steps:

1. Ask your VPS/Server provider to create a reverse DNS (rDNS) that will translate the domain you wish to access the SMTPSwitch Mailer instance to the server IP. Simply provide the server/VPS provider the domain name and the rDNS will be setup usually within minutes.

2. After the rDNS has been setup, go to your DNS hosting interface to create a “A” record (Address Record) that will map the domain name to the IP address of the server/VPS. If you do not have your own DNS hosting, you can signup for a free DNS hosting from any free DNS hosting provider such as Zonomi

3. Once the above steps has been completed and the DNS has fully propagated, the SMTPSwitch Mailer instance can now be accessed using the domain name as follows:

   http://domain.com/smtpswitchmailer/

Optimizing Your Server or VPS for SMTPSwitch Mailer:

Modify PHP.ini Settings

In order to optimize SMTPSwitch Mailer, you will need to change the php.ini settings of PHP on your web server. The php.ini can be accessed on a Centos based Linux server on the path below:

- /etc/php.ini

We have provided below the recommended high performance settings values for the mailer that should be used.

- max_execution_time = 3600
- max_input_time = 3600
- memory_limit = 500M
- post_max_size = 20000M
- upload_max_filesize = 20000M

Modify my.cnf Settings

- **Increase the Amount of Memory Allocated to MYSQL:** In order to increase the amount of memory available to MySQL, the "Key Buffer" parameter in the MySQL must be set and increased. This is done by adding a "key_buffer" parameter into your MySQL configuration file (my.cnf). The key buffer holds the indexes of tables in memory and a bigger key buffer results in faster row lookups. We usually recommend that you allocate half of your server's total RAM to MySQL for optimal performance. For example, if your server has 4GB of RAM total, set the "key_buffer" variable to "2G" in your MySQL configuration file and restart your MySQL server for the change to take effect.

  Example: key_buffer = 2G

- **Increase MySQL Connection Limit:** MySQL default configuration sets the maximum simultaneous connections to 100. However, to improve the software sending speed and performance, it is recommended to increase this value to a higher value. Please note that setting the value too high will result in the MySQL server crashing. We recommend using a value of 400-500 depending on your server available RAM. To set the value, open your MySQL configuration file and set the "max_connections" variable to the value you need. Once that's done, restart your MySQL service for the change to take effect.

  Example: max_connections= 400

- **Increase MySQL Allowed Packets:** The MySQL Allowed Packet (max_allowed_packet) settings must be increased in order for the MySQL server to handle big queries such as when using very large mailing lists. The default MySQL max_allowed_packet value is 1MB. This value must be increased to a higher value in order to improve the performance of the software. We recommend a value of 2000MB depending on the size of your mailing lists. Once that's done, restart your MySQL service for the change to take effect.

  Example: max_allowed_packet = 2000MB

The appropriate parameters have to be added to the my.cnf file in the server. The my.cnf file can be found on most Linux servers at: /etc/my.cnf. Open this file and append the parameter lines and values to the file under the [mysqld] section. A sample is shown below:

max_allowed_packet=2000M

key_buffer = 2G

max_connections= 400

Automatic Email Campaign Monitoring

The automatic installation script for SMTPSwitch Mailer will also install a free and open source automatic process monitoring or scheduling script known as secrond which will be used for proactively monitoring all email campigns started in the mailer. Note that during the campaign sends, issues such as Apache/PHP/MySQL service being down, SMTP servers being down or server outrage will cause the sending to die and this will be logged on the Queue Status with the option to re-try the email campaign. SMTPSwitch Mailer has the intelligent capability to re-start the campaign from where it stopped initially before the script died.

The email campaigns status monitoring script will be installed on your server along with the mailer software which will monitor all the active campaigns every second and will automatically restart any failed campaign without you having to bother manually clicking the RETRY button in the Queue Status page. You just need to make sure that the server is up and running and that MYSQL and APACHE are running and the monitoring software takes care of everything.

You can view the monitoring script logs in the location below in your server:

/var/log/secrond/exec.log

This script runs every second and you can view all the status of the active campaign processes in the log file.

However, for this process monitoring script to work, your server must be active and MYSQL/Apache/PHP must be running. If these have problems or stopped on the server, then the monitoring script cannot do anything. There is no solution for the problem since no server is 100% uptime. When the server times out, or Apache goes down or MySQL goes down and an active email campaign is running on the mailer, it will DIE because the email relays is dependent on these server processes. (Apache, server outrage, MySQL)

Now you must understand that when the monitoring script detects a failed email campaign and restarts it, it will take few minutes (1-5) for this information to be refreshed in the Queue Status page. So do not click the Retry button or delete the failed queue. Everything is being done automatically!

Software Disclaimer:

SMTPSWITCHMAILER IS NOT A TOOL FOR SPAMMING. We do not support spammers and strictly forbid anyone to use this application for sending unsolicited spam email. By purchasing and using the program, you agree to use it legally. When using our software, make sure your e-mails are compliant with all applicable email marketing laws and the CAN-SPAM Act

Getting Support:

Support Center/Tickets: http://www.smtpswitchmailer.com/supportsuite/

Email: service@bulkmailer.cc

You can download the mailer user manual at the following link:

http://www.smtpswitchmailer.com/smtpswitchmailermanual.pdf